



# Convention on the Conservation of Migratory Species of Wild Animals

Secretariat provided by the United Nations Environment Programme



## 31<sup>st</sup> Meeting of the Standing Committee

Bonn, 28-29 September 2006

CMS/StC31/6  
Agenda Item 7.c.

### FUNDRAISING ACTIVITIES

The last meeting of the Conference of the Parties agreed on a substantial cash increase in the CMS budget. The agreed budget allowed the Secretariat to maintain its staffing level and allocate some funds to activities under different units. However, these funds only partially cover the needs for the effective implementation of activities envisaged by the CMS Strategic Plan and related projects. To fill this gap, in Resolution 8.3 the COP decided to establish a new CMS Trust Fund for Voluntary Contributions and invited all Parties to contribute to it. Non-Party States, governmental, intergovernmental and non-governmental organizations and other sources were also asked to consider contributing to the Trust Fund or to special activities. In addition, the Resolution requested the Secretariat to provide Parties with a detailed list of core ongoing and future activities and projects not covered by the core budget, to assist Parties to identify those they intended to fund. Accordingly, the list (as contained in document CMS/St31/Inf.6) was shared with Parties and made available on the CMS website.

In order to inform Party donors of current priorities for implementation of the programme of work, the CMS Secretariat has also organized a meeting on 27 September 2006 entitled “CMS on the Move to 2010: Priorities in implementing the programme of work 2007-2008”. The meeting, held back-to-back with the StC 31, is intended to inform donors of CMS funding needs. Results of this meeting will be presented orally to the Committee. The CMS Secretariat has also continued its fundraising activities, targeting different possible donors. Below is an overview of results since COP8.

#### 1. Fundraising with the private sector

CMS Friends, called in German “Freundeskreis der Bonner Kovention” (FBK), is the non-profit national support and fundraising organization established to assist the CMS Secretariat with the funding of its projects. The Board met recently in Frankfurt and was chaired by Prof. Klaus Toepfer. The board requested that CMS provide part-time in kind staff support to the Chairman and the Board for the time being, based in LEU; and to meet legal and other costs incurred in good faith by the board in the period before Dr. Toepfer assumed the chairmanship. The CMS Executive Secretary indicated that he would be willing to meet these requests and agreed to the 11 October as the next date for meetings of the Board and the full Association, to which the Standing Committee chair will also be invited. The CMS Secretariat will also arrange a separate date prior to this to brief Mr. Toepfer on the projects for which funds and sponsorship can be sought by Friends.

In parallel to the activities of the association, the CMS Secretariat has continued bilateral contacts with private sector companies. The Secretariat has built up an effective and ambitious partnership with TUI, the international tourism company based in Hanover. The first outcome of the collaboration was the development of the Wildlife Watching and Tourism Booklet, an innovative

*For reasons of economy, this document is printed in a limited number, and will not be distributed at the meeting.  
Delegates are kindly requested to bring their copy to the meeting and not to request additional copies.*

study on this niche market both in terms of content and production, given that its costs were covered 100% by corporate funding. Content, joint production and funding were also considered innovative by the target audience of biodiversity policy-makers to whom the CMS Secretariat presented the publication during the last CBD COP in Curitiba. Copies of the publication are available to StC members.

The TUI-CMS partnership is working on another ambitious project, namely the “Year of the Dolphin 2007”, an outreach campaign for the protection of this species worldwide. The campaign will include a number of media activities (logo and website creation, publications, magazine space, in flight-magazines) covered by TUI amounting to several thousands of Euro of in kind and direct services. As the project is developing at the time of writing, details of the YoD partnership and updates on the project will be presented orally by the Secretariat to the Standing Committee. It is hoped that donor countries, as well as Parties in general, will join the campaign at the national level, for example by organizing scientific or outreach events connected with the YoD.

## **2. Fundraising with Party donors**

The Secretariat is also continuing its “traditional” fundraising activities, through bilateral contacts with Party donors. A preliminary list of contributions raised since COP is contained in the Annex. Contributions differ in nature and scope, ranging from direct earmarked contributions to the TF, to direct funding of CMS projects, support and co-funding of activities as well as general contributions to CMS work. The *ad-hoc* and sporadic character of several donations, although very welcome and instrumental in advancing the work of the Convention, often do not allow a timely planning of activities and distribution of funds according to identified priorities. A more coherent and structured approach to voluntary funding is needed, in order to better match priorities of the CMS Strategic Plan with countries’ availabilities and plans.

The Secretariat believes that it could be more cost effective and efficient in some cases to channel voluntary contributions through Memoranda of Understanding/Donor’s Agreements between the donor country and the Secretariat. This type of arrangement for instance regulates part of the donations to CMS by the German Government. The Donor’s Agreement should clearly indicate:

- Areas/projects to be covered;
- Links with CMS Strategic Plan and resolutions and list of projects/priorities;
- Amount(s) donated.

## **3. “Gratis” staffing**

The increased activities and prospects since the last COP have considerably increased the need for effective funding, but have also considerably increased the workload of the Secretariat. One problem with earmarked project funding is that it is difficult to obtain the necessary staff component efficiently through the use of consultants or contractors. There are two main solutions. First, the Executive Secretary has submitted to UNEP a request for two Junior Professional Officers, one to cover Scientific and Technical matters, and the other Agreements and Partnership matters. Two or three donor countries have already expressed interest. The Secretariat hopes that firm offers may be forthcoming at or before the special meeting on 27 September in Bonn.

The second solution is to utilize the provision in the UN staffing system to recruit fixed-contract (or “L”) professional officers for specific projects. One “L” officer could service several donor-funded projects. The officer would be funded wholly or mainly from the project budgets, and would not be added to the standard complement of the Secretariat. The UNEP Division of Environmental Conventions has offered to assist in developing proposals for “L” officers at CMS.

#### 4. Fundraising with other Organizations

The CMS Secretariat is also preparing detailed project proposals for the implementation of relevant COP decisions as well as conservation projects. Project proposals are regularly submitted to different organizations, including UNEP and the EC. In particular, it is worth mentioning contributions of UNEP for the organization of the Avian Influenza Seminar in Nairobi (33,000 Euro), the CMS Family Guide (part of the CMS Outreach and Communication Plan adopted at COP8 with Resolution 8.8) (33,000 Euro) and the funding of the West Africa Marine Turtle MoU (60,000 Euro). More contributions are expected on other projects (e.g. SONAR, AIWEb). FAO contributed in cash and kind to the AI seminar in Nairobi (8,000 Euro). It is also worth mentioning the submission of a request for a grant to DG Development Cooperation on Sahelo-Saharan Antelopes, currently under consideration by the EC, which, if approved, will bring to this CMS project 1.9 million Euros.

**The Standing Committee may wish to:**

- **Express its views and provide advice on future activities of CMS Friends, and invite the Chair to attend the next board meeting;**
- **Invite Party donors to consider developing MoUs/Donor's Agreements to regularly provide CMS with voluntary contributions on a regular basis;**
- **Request Party donors to provide the Secretariat with Junior Professional Officers to cover the two posts requested and to second personnel on specific projects to the CMS Secretariat;**
- **Request the Secretariat to work with UNEP to obtain "L" project officers using earmarked donor funds.**

**Annex**  
**CMS VOLUNTARY (EARMARKED) DONATIONS 2006-8**  
**As of 31 July 2006**

<b>COUNTRY</b>	<b>PROJECT</b>	<b>DONATION (€)</b>
Australia	Sharks Agreement	47,000
Australia	Turtles Agreement (Pacific)	21,000
Belgium	Conservation Projects	45,000
Belgium	Aquatic Warbler Meeting	5,000
France	SSA Co-ordination	49,500
France	Conservation Projects	40,000
Germany	GROMS Integration 2006	25,000
Germany	Friends of CMS 2006	20,000
Germany	Saiga Workshop	6,000
Germany	Conservation Projects 2007-8	102,000
Germany	Pacific/Palau Workshop	40,000
Italy/ MFA	Gorillas Agreement	50,000
Italy/ MA	Year of the Dolphin 2007	To be determined
Monaco	Conservation Projects	30,000
Monaco	Gorillas Agreement	10,000
United Kingdom	Gorillas Agreement	20,000
United Kingdom	Raptor Agreement	147,000
United Kingdom	Climate Change Booklet	14,000
United Kingdom	Avian Influenza Seminar	72,000
United Kingdom	Bycatch Leaflets	34,000
United Kingdom	Children and private sector leaflets	10,000
Spain	SSA in Mauritania	54,000
Spain	Survey (gacela dorcas and cuvieri)	15,000
FAO	Avian Influenza Seminar	8,000
UNEP	Avian Influenza Seminar	33,000
UNEP	CMS Family Guide	33,000
UNEP	West African Turtle MoU	60,000
TUI	Wildlife Watching Report	25,000
TUI	Year of Dolphin 2007	<sup>1</sup>

<sup>1</sup> TUI contribution to the Year of the Dolphin cannot be determined at this stage, as it includes services of different TUI divisions including provision of media space, printing of YoD material, products, website development, which will be covered directly by the company.